

# Rich, Beautiful New Fall Suits, Coats, Dresses, Blouses and Millinery

## We are Ready for the New Season--Are You? Let this Store Help You

—IT IS DECREED that styles must be many; that the slender woman, and her sister who is inclined to be stout, shall have models that were designed especially for women of their different types. In our great garment section—the largest in the Southwest—this diversity is possible, and it is positively amazing to see the representative display of fashionable outer apparel gathered here.

**"The Fair"**  
FRANKENBERG BROS. & NEWMAN

—"THE FAIR'S ASSEMBLAGE is so satisfying," we hear our customers say. "I always find just what I want," is another oft repeated expression which we thoroughly appreciate. Let us show you all that is newest Now. The Suits, Coats, Skirts, Dresses, Blouses and Millinery just received are wonderfully attractive. AUTUMN is calling to you now and "The Fair" is ready to answer the call in a surprising way.

### Specially Admired are Suits, Coats and Dresses

#### Priced at \$25--Authentic Styles--Newest Fabrics

—AFTER ALL, it's just a few hours from the center of Fashion to you, through The Fair Store Garment Section. Style-correctness; quality; good workmanship and good taste are summed up in this autumn showing of new Suits, Coats and Dresses priced at \$25.



#### Suits

—Tailor-made and Novelties, smartly designed, beautifully tailored of finest materials—sizes and styles for women and misses—\$25.00.

#### Coats

—High-grade models—extreme and conservative styles for the street, motor, afternoon and evening wear. Nobby mixtures, plaids, velours and plush—\$25.

#### Dresses

—Silks and Satins, and Crepe de Chine—and all those pretty combination effects of fashion—newest shades for Autumn—models variously trimmed—\$25.

### Smart Suits at \$18.50

—A POPULAR PRICE—an astonishing price—for smart up-to-date suits of the better kind. But this is the Fair Store way of holding its place supreme as the store where women shop for good-looking suits at a moderate price.

MAKE IT A POINT to find out for yourself why so very many women are choosing these Suits at \$18.50. We'll be glad to show them to you—and we will leave it to the garments themselves to urge you to buy.

### Rich, Beautiful Velvet Suits \$60

—SO RICH, SO BEAUTIFUL, SO UNUSUAL, are these handsome New Velvet Suits, that we wish we were able to illustrate a few of the pretty models with this advertisement—but after all, did a copy ever come up to an original?

You would undoubtedly enthuse over the pictures—but, remember you will find more—worlds more—to delight you when you come to see the suits. If you wish for a note of difference in your Autumn Suit, we earnestly urge inspection of these beautiful Velvet creations—at \$50, \$60 and \$65.

### Extra Style—Extra Value

#### In Serge Dresses

—ANOTHER wonderful, wonderful value from the women's garment section—the most beautiful, fashionable and practical Serge Dresses you've ever seen, or imagined it would be possible to sell, at \$12.50—YES, just

**\$12.50**

We want you to know about the Serge of which these dresses are made—an excellent quality—unusually fine. Styles are cleverly smart and practical. They're in black, navy, brown, gray and new shades of blue—Dresses that will please you the moment you see them—\$12.50. Others of Serge and Silk and Serge combinations at \$15.

#### Extraordinary!

### Those Smart New Coats

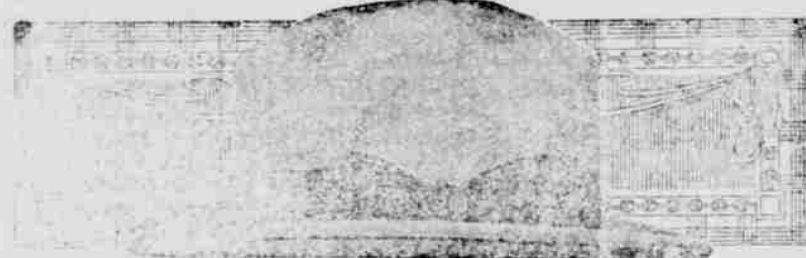
—THEY'LL CAUSE WOMEN to wonder—wonder at the lowness of the price, at the extreme smartness of their lines, at the very excellence of their quality—for they are only

**\$13.75**

But, remember, this price is for Monday only, don't come Tuesday expecting to share this saving, for you'll be disappointed. Models of Zibelines, Mixtures, Novelties, Plaids and Checks—belted and bare effects—some have large collars fur trimmed. COATS with more style, more quality, more genuine value, than you've seen in months—Truly exceptional at \$13.75.

### Coats at \$8.95

—YOU DON'T KNOW that you could secure a Coat at "The Fair" at such a small cost—True, we have never featured Coats at this price before, but we determined this season to show you garments, at prices just as low as would measure up to our standard of quality and value—hence this offer of Coats at \$8.95—Very unusual in every detail of style and value.



### A New and Stylish Stetson

#### that Men Like Immensely

HERE is one of the most beautiful hats we have ever shown—it's the feature hat from the superb line of Fall Seasons.

A remarkably graceful and dressy hat, with just the touch of smartness that all like to see in these young feeling days.

One thing that surprises us—its becomingness to such a large number of men.

The cue for men this season is to wear better quality in their hats—and we are proud of our Stetsons, every one of them.

You will want one of the Stetson Comfort Derbies too, to alternate with your soft hat.

### The "Fair's" Fall Millinery Proves a Delight

#### To Every Day Visitors to this Popular Section

—"DO YOU NOTICE how closely these Hats follow the new law of little trimming?" was asked by a customer who is known to be one of the most correctly hatted women of the Warren District.

SHE KNEW—as fashion designers all know—that it is the shape that counts this season. As she and her companion passed down the aisle of the Millinery Section—they took note of other things—especially of the diversity of the display.

AND COMMENTED on the fact that they saw no duplicates among the better hats; also on the perky smartness of trotabout and tailored hats, the delicacy and beauty of dress hats, on which exquisite metal laces and fine furs are used in wondrous harmony. And, the conservative prices we have placed on this season's Millinery prove a constant surprise to the shopping public.

### Beautiful Trimmed Hats

#### \$5.95 and \$6.95

—TURBANS—the quaintest, smartest little creations that you can imagine and they carry iridescent feather novelties that reflect nearly every color in the whole rainbow.

And, of course, there are Big Hats, too—bewitchingly attractive affairs with wings and beaded ornaments to add to their becomingness. It's going to be difficult for you to decide which one is your hat—they're all so very, very attractive.

### Exclusive Pattern Hats

#### \$8.50, \$10 and \$12.50

—At \$8.50—why, there's not a woman in Bisbee that doesn't know of the fame of this particular line. And at \$10.00—visitors will remember the beautiful models shown last Monday, more new ones tomorrow at the same price—The smartest Hats of the season are among those at \$12.50—Spend part of your shopping time tomorrow seeing these new Hats.

### Inexpensive Hats

**\$3.95 and \$4.95**

—Very new styles, some are from New York, others, are from our own designing room—Hats of splendid quality velvet or plush, or combination effects; trimmed with bows, bands, jet pins, wings, ornaments, and in dozens of other chic ways—Turban, Sailors, the jockey hat, tams, and many, many odd styles—they'll create a great sensation at these two low prices—\$3.95 and \$4.95.



### Fall Blouses Simply Irresistible \$5.95 to \$10

—MADE OF CREPE DE CHINE AND Georgette Crepe, others combined with delicate laces, or with chiffon veiled with chiffon, finished with ornaments, hand-embroidery and beads; large shoulder or cape collars that are pleated or frilled, in white, flesh, pink, brown, gray, purple and new shades of blue.

But there are plain and simple styles, also, suggesting the tailor-made; and the prices are almost as remarkable as the Blouses—Beginning at \$5.95, \$6.50 and ranging upwards to \$10.

### New Autumn Silks and Dress Goods in All Their Beauty

#### and Grandeur—A Constant and Ever Changing Fashion Show at the "Fair"

—WOMEN—THEY VIEW THE WINDOW DISPLAYS of Silks and Woollens day after day, they line the counters for a closer inspection, they marvel—and wonder—and exclaim—"How and where in the world did The Fair secure such beautiful, beautiful Silks—and such rich, wonderful Woollens?"

FOR ON EVERY HAND WE HEAR OF THE SCARCITY of dyestuffs, and of raw materials. The surprise was for all—as great to us in the Silk and Dress Goods market, as to you in viewing the wonderful counter displays. The most beautiful Silks in seasons have been woven, we believe—the ingenuity of designers has more than made up for whatever was lacking in materials. "NECESSITY" has taken the reins in hand and spurred our own artisans and artists to greater achievement while warring nations between their dormant condition.

#### 52-Inch Suiting \$1.98

—ARE WONDERFUL—oh, they're so rich, so elegant, you just must see every single piece to really and truly appreciate the beauty of the new Fall Suitings. Of course, they're in vogue—why, never before have women been so frantic to secure them—And they are here in handsome Plaids, nobby Mixtures and smart Stripes in new colors and color combinations—52-inches wide, per yard \$1.98.

#### 40-Inch Novelty Serges \$1.49

—THE WOOL FABRICS of the Autumn time—the one weave of which women seem most desirous of having their suits, coats and skirts made—and here, as always, there's a great variety, with excellence of quality up to the usual high standard—in novelty stripes, plaids and plain colors; 40-inches wide per yard \$1.49.

#### 36-Inch Velvet Corduroy \$1.48

—Autumn has said it—"VELVET CORDUOYS"—and like magic, every one believes and is convinced that this is the material of the hour for fashionable suits, coats and frocks—And, these popular Corduroys are here, in the favorite shades for fall—36 inches wide, per yard \$1.48.

#### 50-Inch Wool Gaberdines \$1.98

—WOOL GABERDINES that speak out in their rich color tones and though they were a very part of this beautiful season of the year—and indeed they are, a most important part, so many women think. The color range includes new Greens and Browns, Mahogany, Plum, Wisteria, Black, White and new Blues, per yard \$1.98.

#### 40-Inch Wool Poplin \$1.50

—ONE OF THE MOST remarkable values in the Dress Goods section, these all-wool Poplins, 40-inches wide at \$1.50 a yard, a full range of colors in all wanted shades for fall.

### New Fall Boots

#### More Beautiful Than Ever

—THE MODEL illustrated will give you some approximation of the styles for Fall, but unfortunately cannot depict the beautiful colors and combinations in which we show these Smart Boots.

In addition to those you are familiar with, the elegant new shades of tan and brown are worthy of special enumeration, as are the two-toned effects in these same colors.

**Priced at \$4.69 to \$10**

—YOU CAN SEE at our store every new creation as fast as it appears, simultaneously with its appearance on Fifth Avenue. NEVER in the history of foot-wear have boots for women attained such a degree of beauty, artistry and distinction as this season, and you'll find the smartest novelties here.



### Blouses

#### \$12.50 to \$18.50

—EVERY one is brand new—Every one is altogether different from the Blouses of seasons past—You'll simply love them all.

THEY'RE of dainty Georgettes and of Crepe de Chine in ever so many adorable new styles for dressed up and for suit wear; some have the new peplum effect, all have the large frill or roll collar. In the newest shades for autumn wear.

### Corsets \$1.75

#### \$2 and \$2.50 Values

—THE WOMAN who has worn a Royal Worcester Corset will need no urging to share this Monday Saving—these are from our regular lines and are specially priced for Monday's selling only; made of splendid quality coutil in white and flesh color, or flesh colored figured croch; sizes 18 to 32—Special at \$1.75.

### Brassieres 50c

—BRASSIERES of best quality bleached muslin or cambric, trimmed with embroidery bands or lace edge—a newly arrived assortment, all sizes from 34 to 48; exceptional value at 50c each.

### Bath Robes

#### \$2.95 to \$12.50

—BATH ROBES in a variety of new and desirable styles, and all so attractive—big, comfortable, roomy garments of Eiderdown, Corduroy and the famous Beacon Blanket robes, in a wide range of colors, patterns and combinations. Prices begin at \$2.95 and range upwards to \$12.50.

**Whose Your Tailor?**

—COMPETITION for cheapness is responsible for inferior tailoring, but customers who order from us season after season believe in the time-tested rule that the best is always the most economical.

If you have our famous Chicago tailors,

ED. V. PRICE & CO.

tailor your new Autumn and Winter clothes to order you will make a profitable investment.

Come and see.

**Suits From \$25 to \$45**

500 New Autumn Woollens From Which to Choose

### Boys' School Suits \$5 to \$10

—OUR BOYS' SCHOOL Clothes are built to stand the rough usage that most boys give them—and finally end their long life of usefulness looking just a little better than clothes bought elsewhere. THE SAME CARE IS USED in the construction of our Boys' Clothing as in the Men's Suits assuming perfect fit to start with and holding their shape to the end. Smart, new Norfolk models with two pairs of pants—at \$5, \$6.50, \$7.50 to \$10.

